

To complete this Task you will need to:

- Work through the steps involved in Food Product Development in class, and **complete each part of the Task in progressive steps.**
- Use Recipe books, investigate the market place, and analyse slices already available in order to generate product ideas.
- Make trials of your proposed product at home and at school until you are satisfied with the outcome, and have met the requirements of the Company's Design Brief.
- Conduct sensory tests to receive feedback on the product.
- Make and present the product in class for marking.
- Prepare a flow chart for the manufacture of your product.
- Design a package, including appropriate labeling for your product.
- Complete a Product Report to compliment your developed product.

Design Brief:

'Baker's Choice' is a medium sized company producing cakes and slices for the local Australian market. Two of Baker's Choice best selling slices have recently decreased in sales. Baker's Choice is now seeking to develop new products to maintain their market share.

Food Technologists (students) have been assigned to develop either a Line Extension or New-to-the-World product to replace or to compliment one of the best selling slices listed below.

1. 'Luscious Lemon and Coconut Slice' (Sweet)
2. 'Zucchini Slice' (Savoury)

Baker's Choice **constraints** state that the product must:

- be of high quality
- have one or two specific fruits or vegetables as the main ingredient
- contain sensory characteristics that appeal to the children and young adult market
- be innovative, incorporating natural ingredients only
- be available in single portions to be sold at Canteens and Family food Outlets
- cost no more than \$3.00 for a 50gm serve
- meet recommended dietary guidelines for children